

RSA Top Trends in Identity for 2025

Identity will change dramatically in 2025. Is your organization prepared?

In 2025, cybersecurity will see more of everything: more passwordless, more multi-factor authentication (MFA), more AI used both to defend and attack organizations, as well as more data breaches that do more damage.

The new ebook, [RSA Top Trends in Identity for 2025](#) distills threat intelligence, insights, and predictions from RSA cybersecurity and product experts, customers, partners, and analysts. Some of the predictions we make for 2025 include:



Cybercriminals will adapt to ubiquitous MFA.

The good news is that MFA will be nearly everywhere in 2025. The bad news is that threat actors will notice—and adapt their techniques to bypass MFA.

How are you securing identities after authentication?



Most organizations aren't prepared for the next global tech outage.

More than 70% of organizations operate in hybrid environments, making their vendors' cloud outages catastrophic. Resilient businesses will continue operating when their competitors are working to get back online.

What happens to your business if cloud MFA isn't available?



AI will lose its shine and hone its edge this year.

The hype about AI is dying down—and that's a good thing. Organizations will focus on the AI models and methods that can deliver the most value for cybersecurity in 2025.

Are you using AI as part of your cybersecurity stack?



Organizations will win customers with passwordless authentication.

The days of entering usernames and passwords are ending. Customers will view those processes as outdated and reward the organizations that have gone passwordless in 2025.

Is your organization prepared for passwordless?



Quantum Computing will not break encryption in 2025.

Don't let quantum FUD distract you from the lower-tech ways that cybercriminals succeed today. And don't wait to prepare for a post-quantum world.

How are you being attacked today?

Download the free RSA ebook, RSA Top Trends in Identity for 2025, today to learn about these emerging trends.

Or, [contact RSA](#) to learn how your business can defend itself from these new threats and harness these new opportunities.



About RSA

The AI-powered RSA Unified Identity Platform protects the world's most secure organizations from today's and tomorrow's highest-risk cyberattacks. RSA provides the identity intelligence, authentication, access, governance, and lifecycle capabilities needed to prevent threats, secure access, and enable compliance. More than 9,000 security-first organizations trust RSA to manage more than 60 million identities across on-premises, hybrid, and multi-cloud environments. For additional information, visit our website to [contact sales](#), [find a partner](#), or [learn more](#) about RSA.